ORDER

Orders Order / Rev: (106970) Alt Order #; 06855644 Product Desc: BERKLEY FOR SENATE Estimate: 30S Flight Dates: 09/25/12 - 10/01/12 Primary AE: Amy McCreary Original Date / Rev: 09/24/12 / 10/23/12 Sales Office: **BLPHI** Order Type: **GENERAL** Sales Region: National Name: Shorr Johnson Magnus Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15%

Advertiser

Name:

Benktey, Shelley for Senate

Demographic: Product Codes:

A35+

PLC01

Priority: Revenue Codes: SELECT PRIORITY CODE POLITICAL/AGY, PCAN, GEN New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID;

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	57	\$34,400.00	\$29,240.00
10/01/12	10/01/12	13	\$9,100.00	\$7,735.00

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Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	57	\$34,400.00	\$29,240.00	0.00
October 2012	13	\$9,100.00	\$7,735.00	0.00
Totale	70	\$43,500,00	\$36,975,00	0.00

00:05:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	17%	\$43,500.00
Market	100%	\$255,882.35

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0,00
KINC	0%	\$0.00
KLAS	37%	\$94,676.47
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$58,852.94
KTUD	0%	\$0.00
KVVU	20%	\$51,176.47
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$7,676.47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
E 1	KSNV	09/25/12	09/28/12	Wake Up Early w/ Wa Wake Up Early Wagn	•	430a-5a	TWT	:30	4	\$50.003	0.00 NM	4	\$200,00
	WAKE (JP											
	<u>Sta</u>	rt Date l	End Date	Weekdays Spo	ts/Week	<u>Rate</u>	Rating				I		

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KSNV

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Berkley, Shelley for Senate

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Product Desc:

BERKLEY FOR SENATE

Flight Dates:

09/25/12 - 10/01/12

Estimate:

200

30\$

Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount 09/25/12 09/28/12 Wake Up Early w/ Wagn@M 430a-5a ~TWT~--:30 0.00 NM \$200.00 \$50,003 Wake Up Early Wagners WAKE UP Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 -TWT---\$50.00 0.00 Wake Up Early w/ Wagn@M :30 \$50.003 0.00 NM KSNV 10/01/12 10/01/12 430a-5a M-\$50.00 Wake Up Early Wagners WAKE UP Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$50.00 0.00KSNV 09/25/12 09/28/12 M-F 5-6a WakeUp w/WaQM 5-6a ~TWTF~~ :30 8 \$325.001 0.00 NM 3 \$975.00 M-F 5-6a WakeUp w/Wagners WAKE UP Start Date **End Date Weekdays** Spots/Week Rate Rating 09/30/12 -TWTF--\$325.00 0.00 Week: 09/24/12 3 KSNV 09/25/12 09/28/12 M-F 6-7a WakeUp w/WaQM 6-7a ~TWTF--:30 6 \$650.001 0.00 NM 6 \$3,900.00 M-F 6-7a WakeUp w/Wagners WAGNERS **End Date** Rating Start Date Weekdays Spots/Week Rate 09/30/12 -TWTF--\$650.00 0.00 Week: 09/24/12 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 KSNV 09/24/12-09/30/12 M-F 6-7a WakeUp w/Wagner6-7a -TWThF----:30 (\$650.00) 0.00 NM See MG 4 9 4 10 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 6 KSNV 09/24/12-09/30/12 M-F 6-7a WakeUp w/Wagner6-7a -TWThE---:30 (\$650,00) 0.00 NM See MG 4 9 4 10 INOT AVAILABLE RATEI NOT AVAILABLE RATE 9 KSNV 09/27/12-09/28/12 M-F 6-7a WakeUp w/Wagner6-7a ---ThF----:30 \$650.00 0.00 NM (P) MG for 4.1.4.6 [Revised Rate to Reinstate] 10 KSNV 09/27/12-09/28/12 M-F 6-7a WakeUp w/Wagner6-7a ---ThF----:30 \$650.00 0.00 NM MG for 4.1.4.6 [Revised Rate to Reinstate] E 5 KSNV 10/01/12 10/01/12 M-F 5-6a WakeUp w/WaQM :30 5-6a M----2 \$450.001 0.00 NM 2 \$900.00 M-F 5-6a WakeUp w/Wagners WAKE UP **End Date** Spots/Week Rating Start Date Weekdays Rate Week; 10/01/12 10/07/12 M----\$450.00 0.00 E 6 KSNV 10/01/12 10/01/12 M-F 6-7a WakeUp w/Wa@M :30 \$700.001 0.00 NM \$1,400.00 6-7a M----2 M-F 6-7a WakeUp w/Wagners WAGNERS Weekdays Rating **End Date** Spots/Week Start Date Rate 10/07/12 \$700.00 0.00 Week: 10/01/12 KSNV 09/25/12 09/28/12 **Today Show** CM 658a-9am -TWTF--:30 \$850.001 0.00 NM 6 \$5,100.00 Today Show **TODAY SHOW End Date** Spots/Week Rating Start Date Weekdays Rate Week: 09/24/12 09/30/12 -TWTF--6 \$850.00 0.00 2 0.00 NM E 8 KSNV 10/01/12 10/01/12 **Today Show** CM 658a-9am M----:30 \$900.001 2 \$1,800.00 **Today Show TODAY SHOW** Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 10/01/12 10/07/12 \$900.00 0.00 E 9 KSNV 09/25/12 09/28/12 M-F Today Show II 3rd H@M 9-10a -TWTF--:30 \$350.001 0.00 NM \$1,050.00 M-F Today Show II TODAY SHOW II Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 09/24/12 09/30/12 ~TWTF--\$350.00 0.00 E 12 KSNV 09/25/12 09/28/12 :30 \$425,001 0.00 NM 3 \$1,275.00 Noon News CM 12-1230pm -TWTF--**Noon News NEWS**

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BERKLEY FOR SENATE

Flight Dates:

09/25/12 - 10/01/12

Estimate:

30S

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	nts Ra	ate Pri	Rtg Type	Spots	Amount
E 12 KSNV			Noon News Noon News	CM	12-1230pm	-TWTF	:30		5.001	0.00 NM	3	\$1,275.00
Week: 09/		End Date 09/30/12	<u>Weekdays</u> -TWTF	Spots/Week 3	•	Rating 0.00						
1 KSNV	<u> Date Ra</u> 09/24/12 e MG 12.	2-09/30/12 N	escription Joon News		<u>/End Time</u> 230pm	-	<u>Veekdays</u> TWThF	<u>Length</u> - :30 (Rtg Type 0.00 <i>NM</i>		
[.N 5 KSNV	IOT AVAI / 09/27/12	LABLE RAT 2-09/28/12 N	E] NOT AVAILABL oon News		230pm	-	ThF	- :30	\$425.00	MM 00.0 C		
	G for 12.1 evised Ra	109/26 ate to Reinsta	ate]									
E13 KSNV		2 10/01/12	Noon News Noon News	СМ	12-1230pm	M	:30	1 \$42	5.001	0.00 NM	1	\$425.00
NEWS <u>Sta</u> Week: 10	art Date	End Date 10/07/12	Weekdays M	Spots/Week	<u>Rate</u> \$425,00	Rating 0.00						
E21 KSNV			Dr. Phil Dr Phil	СМ	3-4p	-TWTF	:30	8 \$22	5.003	0.00 NM	4	\$900.00
DR. PH <u>Sta</u> Week; 09	art Date	End Date 09/30/12	<u>Weekdays</u> ~TwTF	Spots/Week 4	<u>Rate</u> \$225.00	Rating 0.00						
			News 3 Live in Pr News 3 in Prime		7-10pm	S	:30	2 \$90	0.002	0.00 NM	2	\$1,800.00
NEWS <u>Sta</u> Week: 09	art Date	End Date 09/30/12	Weekdays S	Spots/Week	<u>Rate</u> \$900.00	Rating 0.00						
	•		NEWS 3 at 4 (1 4PM NEWS (1 h	HOUR)CM	4-5pm (4:00 PM-4:3	-TWTF	:30	4 \$22	5.003	0.00 NM	2	\$450.00
NEWS <u>Sta</u> Week: 09	art Date	End Date 09/30/12	Weekdays -TWTF	Spots/Week 2	<u>Rate</u> \$225,00	Rating 0.00						
E 24 KSNV	09/25/1		NEWS 3 at 4 (1) 4PM NEWS (1 he	HOUR)CM	4-5pm (4:30 PM-5:0	-TWTF	:30	4 \$70	0.001	0.00 NM	4	\$2,800.00
NEWS <u>Sta</u> Week: 09	art Date	End Date 09/30/12	<u>Weekdays</u> ~TWTF	Spots/Week 4	<u>Rate</u> \$700.00	Rating 0.00						
E 25 KSNV				HOUR)CM	4-5pm	M	:30	1 \$72	5.001	0.00 NM	1	\$725.00
NEWS <u>Sta</u> Week: 10	art Date	End Date 10/07/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$725.00	Rating 0.00						
			M-F Early News M-F Early News	CM	5-630p	-TWTF	:30	5 \$1,00	0.001	0.00 NM	5	\$5,000.00
NEWS <u>Sta</u> Week: 09	art Date	End Date 09/30/12	Weekdays	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
			M-F Early News M-F Early News	CM	5-630p	M	:30	1 \$1,20	00.001	0.00 NM	1	\$1,200.00
	art Date	End Date	Weekdays M	Spots/Week	<u>Rate</u>	Rating						
Week: 10 E 30 KSNV		10/07/12 12 09/28/12	FacetoFace/Rals	ton Rep@M	\$1,200.00 730-758pm	0.00 - T WTF	:30	3 \$80	00.001	0.00 NM	2	\$1,600.00
	TO FACE					5 #						
<u>Sta</u> Week; 09	art <u>Date</u> 9/24/12	End Date 09/30/12	<u>Weekdays</u> -TwTF	Spots/Week 3		Rating 0,00						

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Estimate:

30\$

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E30 KSNV	09/25/12	2 09/28/12	FacetoFace/Raist	•	730-758pm	-TWTF	- :30	3	\$800.001	0,00 NM	2	\$1,600.00
FACE T	го гасе		1 400 10 1 400 10 1	3.1 (0.01011								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/30/12	-TWTF	3 Start	\$800.00 /End Time	0.00	Weekdays	Long	ath Pate	Pta Tuna		
	<u> Date Rai</u> 09/24/12		<u>escription</u> acetoFace/Ralston				<u>vveekuays</u> -TWThF	<u>Len</u> g	:30 (\$ 800:00)	Rtg Type 0.00 NM		
	edited			, 10,001				•	(**************************************			
•			ON 10/23 BUY]									
			acetoFace/Ralston	Report 730-	758pm		-TWThF	- :	:30 (\$800.00)	0.00 <i>NIM</i>		
	e MG 30	•	E] NOT AVAILABL	FRATE								
			acetoFace/Raiston		758pm		Th	- :	30 \$800.00	0.00 NM		
	3 for 30.2								,			
[Re	∍vised Ra	te to Reinsta	ate]									
E 31 KSNV	10/01/1	2 10/01/12	FacetoFace/Raist	•	730-758pm	M	- :30	1	\$900.001	0.00 NM	1	\$900.00
FACE T	TO FACE		l ace to l acc wit	J.I (diotoii								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/07/12	M	1	\$900.00	0.00						
E 32 KSNV	09/29/1	2 09/29/12	_	СМ	6:30-8pm	5-	- :30	1	\$225.002	0.00 NM	1	\$225.00
VEGAS	3		Vegas Inc.									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	/24/12	09/30/12	s-	1	\$225.00	0.00						
E33 KSNV	09/25/1	2 09/28/12	M-F Jeop/Wheel M-F Jeopardy/W	CM	630-730pm	-TWTF	- :30	3 :	\$1,000.001	0.00 NM	2	\$2,000.00
JEOPA	RDY/WH	EEL	W-r Jeopaldy/VV	neer of Fortune	7							
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/30/12	-TWTF~-		\$1,000.00	0.00						
	Date Ra		escription		<u>/End Time</u> 730pm		<u>Weekdays</u> -TwThF	<u>Len</u>	<u>gth </u>	Rtg Type		
	7 097247 12 edited	(-09/30/12 W	I-F Jeop/Wheel	030-	730pm		- W	•	.30 (\$1,000.00)	U.UU ININ		
		\$ RESPENT	T ON 10/23 BUY]									
E 35 KSNV	09/29/1	2 09/29/12	Weekend Jeopan	dy/WheGM	630-730pm	S	- :30	1	\$500.001	0.00 NM	1	\$500.00
			WKND Jeop/Who	eel								
	RDYWH		Maria de la como	0	D-1-	Datte						
Sta Week: 09	art Date	End Date 09/30/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$500.00	Rating 0.00						
			The Tonight Show	v CM	1135p-1237a		- :30	3	\$425.001	0.00 NM	3	\$1,275.00
- 17 (1011)	00/20/11	L 00/20112	Tonight Show	411,	1100% 1-01-	,		•	¥ 1=3100 1	0.00		41,=70,0
TONIG	HT SHOV	٧										
· ·	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09		09/30/12	-TWTF	3 CM	\$425.00 1135p-1237a	0.00	130	- 1	ቀ ደለስ ለስፈ	0.00 NM	4	φ Ε ΛΛ Λ(
± 42 K5NV	10/01/1	2 10/01/12	The Tonight Show	w CM	1135p-1237a	M	- :30	1	\$500.001	0.00 NM	1	\$500.00
TONIG	HT SHOV	V	romgin onou									
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/07/12	M	1	\$500.00	0.00						
E43 KSNV	09/25/1	2 09/28/12	M-F News 3 at El		11pm-1135pr	n -TWTF-	- :30	3	\$1,100.001	0,00 NM	3	\$3,300.00
NEWS			M-F News 3 at E	ieven							1	
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/30/12	-TWTF		\$1,100.00	0.00						
E 44 KSNV	10/01/1	2 10/01/12	M-F News 3 at El		11pm-1135pr	n M	- :30	1	\$1,200.001	0.00 NM	1	\$1,200.0
NIEWO			M-F News 3 at E	leven								
NEWS		End Data	Mookdaya	Spots #Mack	Data	Dating						
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					1	
	/01/12		M									
Week: 10		10/07/12	,	1	\$1,200.00	0.00	s :30	2	\$1,100.001	0.00 NM	1	\$1,100.00
Week: 10		10/07/12	M Sa-Su News 3 at Sa-Su News 3 at	1 ElevenCM		0.00	s :30	2	\$1,100.001	0.00 NM	1	\$1,100.6

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 KSNV

 Flight Dates:
 09/25/12 - 10/01/12
 Estimate:
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Ln Ch Start NEWS	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
Start Date Week: 09/24/12 Spot Ch Date Ra 2 KSNV 09/24/12 Credited	2-09/30/12 S	WeekdaysSS escription a-Su News 3 at Ele T ON 10/23 BUY]	<u>Start</u>	<u>Rate</u> \$1,100.00 <u>/End Time</u> n-1135pm	Rating 0.00	Weekdays		ngth <u>Rate</u> :30(\$1,100.00)	Rtg Type 0.00 NM		
E 46 KSNV 09/30/1	2 09/30/12	News 3 Sunrise - News 3 Sunrise S		6a-7a	500 Bes der det 540 ber	S :30	1	\$325.001	0.00 NM	1	\$325.00
NEWS		news 3 Sumse 3	INDAT								
Start Date Week: 09/24/12	End Date 09/30/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$325.00	Rating 0.00						
E 47 KSNV 09/30/1	2 09/30/12	Sunday Today Sunday Today	СМ	7a-8am		s :30	1	\$625.001	0.00 NM	1	\$625.00
SUN TODAY		, ,									
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/24/12	09/30/12	S	1	\$625.00	0.00						
									Totals	70	\$43,500.00